



# DAREDEVIL REPORTER CLAIMS 'NINE LIVES ARE NOT ENOUGH'

He Just Dropped In For A Chat



RONALD REAGAN is the visitor, Howard da Silva and Mary Brodel his disgruntled hosts in this newspaper office scene from the Strand's new comedy-mystery, "Nine Lives Are Not Enough."

Mat 202—30c

## '9 Lives Are Not Enough' Starts Friday at Strand

The thrill-paced story of a reporter who risks every danger hunting headlines—or making them, is excitingly told in Warner Bros.' new film, "Nine Lives Are Not Enough," which opens Friday at the Strand Theatre.

Ronald Reagan is cast as the never-say-die reporter who finds murder, romance and a great story when a millionaire meets his death in a slum district boarding house. His daughter, played by Joan Perry who stars with Reagan, believes her father to be murdered despite the police verdict of suicide. Reagan shares this belief, but is told to go easy by his editor because he recently got his paper in a jam.

The Police Dept. assigns two flat feet (with brains to match) to the case who are very adept at bungling clues. Their roles are played by two excellent comedians, James Gleason and Edward Brophy. Reagan and Miss Perry, work together to prove that her father did not take his own life, and turn up some very surprising facts which cause the police to alter their decision.

### Smash Finish

They trick the murderer into committing an overt act which reveals his identity. Reagan, winning all round praise for his work, doesn't lose any time in taking his cynical city editor down a peg or two.

"Nine Lives Are Not Enough" was written by Jerome Odlum, author of "Each Dawn I Die," and adapted for the screen by Fred Niblo, Jr. The picture was directed by A. Edward Sutherland for Warner Bros.

### Really Mystery

Exceptionally drastic measures were adopted by Director A. Edward Sutherland to maintain the suspense to the very last foot of film in "Nine Lives Are Not Enough," the hilarious "whodunit" which he directed for Warner Bros. The picture is now playing at the Strand.

In the role of the killer, Sutherland cast a veteran Hollywood character actor who is famous for his portrayals of benignant and kindly old gentlemen. It's the first "heavy" that he has played in more than three decades on stage and screen. We'd tell you his name, only we don't want to rob the film of its exciting climax.

## Out Went the Lights!

Director A. Edward Sutherland was shooting that dramatic scene in "Nine Lives Are Not Enough" in which the murderer is finally unmasked. The picture will be shown at the Strand on Friday.

Ed Brophy, sawed-off comic portraying a punch-drunk cop, staggered into the set with the supposed murderer draped across his shoulders, dumped his burden on an old-fashioned settee with a thud, and announced:

"There's your murderer."

James Gleason, as the sergeant, turned up the criminal's

## Breezy Mystery Movie Combines Comedy, Thrills

A breezy mystery film with plenty of gags, thrills and breath-taking adventures will make its local bow at the Strand Theatre next Friday. Based on Jerome Odlum's fine novel, "Nine Lives Are Not Enough," the film of the same name tells the vivid story of a big-time reporter who sets out to track down one of the underworld's most dangerous killers.

Ronald Reagan, who has made quite a reputation for himself with his performances in "Knut Rockne-All American" and "Million Dollar Baby," is starred with pretty Joan Perry. James Gleason, who is unbeatable in those humorous 'tough guy' roles, plays the part of a cop whose only rival for passing up obvious clues is a fellow officer played by the inimitable Edward Brophy. When these two boys get together, the mystery does indeed deepen for everyone, including the murderer!

### Plays Reporter

Ronald Reagan, as a star reporter, has just bungled a case against one of the city's largest racketeers and leaves his paper wide open for a libel suit. His editor, played by Howard da Silva, warns him against any hasty action in the future. But da Silva might just as well saved his breath. For when a millionaire is found dead in a slum district rooming house, the police claim it is suicide but Reagan brands it as murder.

He is not alone in his opinion however, because the daughter of the dead man, portrayed by Joan Perry, thinks that her father met death by foul means despite the decision of the police. She and Reagan work together and unearth some very startling facts which cause the police to change their opinion. Together with the police, they lure the murderer into a very clever trap. The true identity of the murderer proves a great surprise to everyone concerned and is bound to startle even those who consider themselves veteran mystery fans.

"Nine Lives Are Not Enough" was directed by A. Edward Sutherland from the screen play by Fred Niblo, Jr. Jerome Odlum also wrote "Each Dawn I Die," which Warner Bros. made into a movie a few seasons ago.

**HOLD IT FOLKS!**

**A SWELL PICTURE!... Filled with thrills and chills about news and clues, dames and danger, murder and mirth!**

**NINE LIVES ARE NOT ENOUGH**

A Warner Bros. Picture, with  
**RONALD REAGAN**  
**JOAN PERRY**  
**JAMES GLEASON**  
Directed by  
A. Edward Sutherland

The author of 'Each Dawn I Die' wrote it!

Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odlum • A Warner Bros. First National Picture

Mat 203—8½ inches x 2 columns (240 lines)—30c

More Ads on Pages 4, 5, 6 and 7



# 'Nine Lives Are Not Enough' At Strand Today

You can pack up your troubles in an old kit bag or anything else that's handy when you go to the Strand Theatre to see the funniest, breeziest mystery film to be shown this season. Its combination of mystery and comedy, as suggested by the title, "Nine Lives Are Not Enough," makes for all-round entertainment. The merry mystery will start showing locally today.

## Mystery Comedy Due

The story of a daring newspaper man who defied a dangerous killer to get a good yarn for his paper and make a hit with a pretty girl is told in Warner Bros.' exciting comedy-mystery film, "Nine Lives Are Not Enough," which will open at the Strand Theatre this Friday. Ronald Reagan and Joan Perry are starred with James Gleason and Edward Brophy contributing much hilarity in the supporting roles. The screen play was written by Fred Niblo, Jr. from the novel by Jerome Odlum, author of "Each Dawn I Die." The picture was directed by A. Edward Sutherland.



Mat 102—15c

RONALD REAGAN



Mat 101—15c

Ronald Reagan and Edward Brophy get together as two cops on a murder case, and cause more confusion than the murderer.

Reagan has just gotten his paper in a jam by having a local racketeer taken into court only to have the case thrown out for lack of evidence. He is given a grim warning by his city editor to be a bit more careful of his future accusations.

When a millionaire is found dead in a boarding house, Reagan immediately announces a scoop by proclaiming it murder despite the fact that the police believe it to be suicide.

Reagan is not alone in his murder theory. The daughter of the dead man, played by Joan Perry, also believes her father to be the victim of foul play. Together they plan to get to the bottom of the whole mysterious business and their travels get them into some very ticklish spots. However they unearth enough incriminating clues to cause the police to reopen the case and soon after the murderer is trapped.

"Nine Lives Are Not Enough" was written for the screen by Fred Niblo, Jr. from a novel by Jerome Odlum. A. Edward Sutherland directed the film.

## In Mystery Comedy Due at Strand



Mat 201—30c

"NINE LIVES ARE NOT ENOUGH" is the title, Edward Brophy, James Gleason, Faye Emerson and Ronald Reagan the people in this scene from the fun-packed comedy mystery which opens Friday at the Strand.

(Review)

## Ronald Reagan Scores Hit in New Strand Film

A new type of fast-paced mystery film had its first local showing at the Strand Theatre yesterday when Warner Bros.' "Nine Lives Are Not Enough" started its run. Its sparkling dialogue, high-speed adventures and side-splitting situations left nothing to be desired in the

way of screen entertainment. "Nine Lives Are Not Enough" is a shining example of a well balanced movie, as evidenced by the reaction of its initial audience.

Ronald Reagan adds still another grand performance to his fine record in his starring role as an alert reporter whose keen observation gets him into some very precarious situations. Sharing the lead opposite him is pretty Joan Perry as the daughter of a millionaire who meets his death in a most mysterious manner. The police say it is suicide but Reagan claims he was murdered!

Possibly some of the confusion is caused by the two police



Mat 103—15c

Ronald Reagan and Joan Perry

men assigned to the case, the roles of which are played by two of the most riotous comedians on the screen, James Gleason and Edward Brophy. Their method of trapping the guilty party is a very simple one. All they do (and they do it very well) is get everyone very confused, including the murderer, and the rest is a matter of time.

When Reagan and Joan decide to try to solve the mystery on their own, they turn up some very revealing clues which enable the police to trap the murderer.

The exciting screenplay was written by Fred Niblo, Jr. from the brilliant novel by Jerome Odlum. A. Edward Sutherland directed the production.

## James Gleason On Side of Law

Having played every conceivable type of screen role from race tout to deacon, James Gleason has a part at Warner Bros. that really fits him.

Gleason, who turned in a smash performance as the managing editor in "Meet John Doe," currently is playing a police sergeant in "Nine Lives Are Not Enough," newspaper comedy-mystery in which Ronald Reagan and Joan Perry have the top roles. The picture is currently at the Strand.

With the exception of himself, his father and his son, Gleason asserts, every male member of the family since the first Gleason came over from County Tipperary has been a policeman.

## Stage Star Gets New Lease on Life

At an age when most women are retiring, Vera Lewis started work on the Warner lot in "Nine Lives Are Not Enough."

Miss Lewis, one-time star of stage and screen, who recently soared to new heights as a character actress, celebrated her sixty-ninth birthday during the shooting of the film.

She spent anything but a quiet birthday. Her first scene involved her in a panic attending the capture of an armed murderer, in which the actress gets knocked down.

## Safety Campaign Starts EXPLOITATION Campaign

A Safety Campaign, keyed around the title of the picture, is an important item in your exploitation. Safety Campaigns are always timely and bring quick cooperation from civic officials and organizations, business men, newspapers and automobile associations. These are some angles you might try:

**For automobile drivers:** Key line is: "If You Drive Carelessly, Nine Lives Are Not Enough." Angle stresses the risks and dangers of auto driving. Police chief or county motor vehicle commissioner issues 10 do's and don't's of safe driving which should get wide notice. Banners and posters are set at important street intersections. Newspaper editorials and features, radio talks, contest to find town's safest driver, window and auto stickers, etc. round out this phase of your Safety Campaign.

**For pedestrians:** Key line is: "If You Walk Carelessly, Nine Lives Are Not Enough." Similar campaign as outlined above can be applied. Additional here is public discussion—debates, inquiring reporter, interviews, etc.—on pros and cons of jaywalking legislation.

**For fire insurance companies:** Key line is: "If You Insure Carelessly, Nine Lives Are Not Enough." Angle calls for cooperation of local Fire Department and insurance companies in a Fire Prevention Campaign which stresses the hazards of improper fire precautions. Besides adapting the ideas outlined above, essay contest among local public school students on fire prevention is held.

We suggest you plan all three campaigns plus others you might develop to run concurrently as (Name of City) SAFETY WEEK. It's got all the makings of outstanding exploitation.

—Page 3 for More Exploitation—

## CAST

Matt Sawyer .....	RONALD REAGAN
Jane Abbott .....	JOAN PERRY
Sergeant Daniels .....	James Gleason
City Editor .....	Howard da Silva
Rose Chadwick .....	Faye Emerson
Officer Slattery .....	Edward Brophy
Roy .....	Peter Whitney
Snappy Lucas .....	Charles Drake
Mrs. Slocum .....	Vera Lewis
Moxie Karper .....	Ben Weldon
Colonel Andrews .....	Howard Hickman
Lieutenant Buckley .....	Cliff Clark
Charles .....	Tom Stevenson
Hot-Foot .....	Paul Phillips
Yates .....	Joseph Crehan
Gillis .....	John Maxwell

## STORY

(not for publication)

Matt Sawyer (Ronald Reagan), a young reporter, is warned by his editor (Howard da Silva) not to jump to any hasty decisions in the future because he recently got his paper in a jam. Ignoring this, Matt claims the death of a certain millionaire is murder, despite the fact that the police believe it to be suicide. The dead man's daughter, Jane (Joan Perry), also believes that her father was murdered. Together, Jane and Matt unearth enough evidence to cause the police to reopen the case and cleverly trap the murderer.

## PRODUCTION

Directed by

A. EDWARD SUTHERLAND

Screen Play by... Fred Niblo, Jr.

From the novel by

Jerome Odlum

Director of Photography,

Ted McCord, A.S.C.

Art Director... Stanley Fleisher

Dialogue Director

Harry Seymour

Film Editor... Doug Gould

Sound by... Charles Lang

Gowns by... Howard Shoup

Makeup Artist... Perc Westmore

Running Time—63 minutes



# LOBBY CONTEST

Photo-crime quiz appeals to all would-be detectives. Feature contest on accordion display as illustrated. Stills used (NL 30, 36 and 41) are available at your exchange.

Win Free Tickets to See

**"NINE LIVES ARE NOT ENOUGH"**

Play detective. Study the circumstances surrounding the murder of millionaire Edward Abbott in "Nine Lives Are Not Enough" and see if you can guess the killer—and the reason for the crime.

\*\*\*

The whole exciting story is in **"NINE LIVES ARE NOT ENOUGH"** Starting Friday

The body of millionaire Edward Abbott is found in the cellar of the slum-home of Mrs. Slocum. Examining the corpse is Mrs. Slocum, strangely silent, Abbott's daughter, Jane, Matt Sawyer, newspaper reporter, police officials and Roy, Mrs. Slocum's simpleton son.



Sawyer returns to the house to find Abbott's daughter there with Colonel Andrews, Abbott's business associate and lifelong friend. On further investigation, aided by the Colonel, Sawyer discovers that the house in which the body was found is owned by Moxie Karper, a local crime Napoleon.

Sawyer plants a dictaphone in the house and is almost caught by Karper and a henchman. On leaving he runs into an unseen killer who puts a bullet in the reporter's shoulder. Shortly before Jane and the Colonel had arrived to find Mrs. Slocum and her mad son hurriedly packing. A police official had overheard each of these persons talking. Among them was the killer. Can you guess who it was—and why?



**WAS IT ...**

MATT SAWYER, newspaper reporter

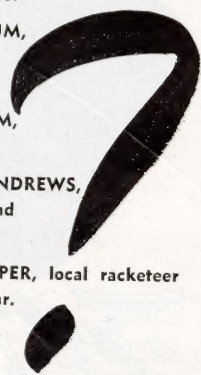
JANE ABBOTT, the murdered man's daughter

MRS. SLOCUM, the strange housekeeper

ROY SLOCUM, her mad son

COLONEL ANDREWS, Abbott's friend and adviser

MOXIE KARPEN, local racketeer and crime czar.



For your information in judging this contest, the murderer is Colonel Andrews who killed Abbott to cover embezzlements from the Abbott business firm. Award guest tickets to your showing

or promoted prizes to the winners. Also contact the editor of your local paper—he might want to use this idea for a one-shot contest on the classified ad page.

## Identify Famous Newspaper Men

Use this identification quiz of famous newspaper men, past and present, in your newspaper or lobby. If you run it in your lobby, contact local library or newspaper morgue for photos of journalists in quiz. Mount photos on large display board and caption them with quiz copy. Guest tickets to show go to first twenty people submitting correct answers. Quiz copy below:

1. He set the pace for an entire school of gossip columnists.
2. Famous woman reporter who set out to prove that Jules Verne's novel, "80 Days Around the World," could be done.
3. Reporter, columnist and sports writer who authored "Little Miss Marker," the motion picture that started Shirley Temple on her road to stardom.
4. Newspaper columnist who won the Pulitzer Prize for his rackets exposes.
5. Cartoonist who pioneered in the field of newspaper comics, creator of "Toonerville Trolley."
6. Among the first of the war correspondents whose stories of the Spanish-American War won him fame.
7. Crusading reporter who authored the column, "It Seems To Me."
8. World War correspondent who lost an eye while covering a story.
9. Publisher and donor of the annual prizes in journalism and letters which bear his name.
10. Veteran newspaper man who wrote the daily column, "Today"; long associated with W. R. Hearst.

### CORRECT ANSWERS

1. Walter Winchell
2. Nellie Bly
3. Damon Runyon
4. Westbrook Pegler
5. Fontaine Fox
6. Richard Harding Davis
7. Heywood Brown
8. Floyd Gibbons
9. Joseph Pulitzer
10. Arthur Brisbane

## Ad Blow-Up Makes Lobby Display

For an effective flasher display in your lobby, blow up ad 301 (see page 6). Set flasher lights in the reflector socket of the camera held by Ronald Reagan and behind each of the three photo scenes

### Put Stickers On Back Mags

Readers of mystery and detective story magazines are potential patrons of this type movie. Paste stickers or wraparounds on back copies of such magazines (obtainable from local dealer) for distribution to theatre patrons. Copy: The Mystery You Mustn't Miss! NINE LIVES ARE NOT ENOUGH for a Daredevil Reporter!

### Book Store Promotions

Just a reminder that the picture is based on the popular novel, "Nine Lives Are Not Enough," by Jerome Odlum, who also authored "Each Dawn I Die." Contact book dealer about mutual promotions.

## Adapt Photo-Crime Quiz Idea For News Reporting Contest

Adapt photo-crime quiz idea (above) into news reporting contest for amateur journalists. Cooperating newspaper prints brief synopsis of crime situation in picture and asks contestants to rewrite the account as lead newspaper story. Newspaper offers "day as star reporter" to winner — news assignment, interview with police commissioner, review of picture, etc. Contact local schools to use idea for English class compositions. Newspaper can pick up facts for its synopsis from captions in photo-crime idea (above) and regular synopsis (page 2).

## Find Best News Photo

In cooperation with local newspaper, sponsor contest for the "best news picture" by staff photographer appearing in editions of paper week before your opening. Contest ties in with angle that in the film Ronald Reagan is an ace newspaper photographer. Display winning photos in your lobby.

### Close Escape Story Contest

There are times when many of your patrons have seemingly had nine lives. You can promote interest in your showing by requesting theatre patrons to write these exciting experiences up or have a "Narrow Escape Story Night" at the theatre. Passes are awarded to winners with best stories published in local paper.

### Students Elect Star Reporter

Have your local high school students vote to elect the star reporter of the school's paper or publication. Assign winner to review next month's openings at theatre. School paper publishes winner's reviews.

### Plant These Tie-Up Stills

Set of eight dealer tie-up stills for planting with local merchants. Order "NL Tie-up Stills"—complete set for 75c, individually 10c—from Campaign Plan Editor.

RONALD REAGAN	
RR 86	.....Pipe
RR 95	.....Byer-Rolnick hat
RR Pub A34	.....American Thermos Bottle Co.
JOAN PERRY	
JP 20	.....Necklace and bracelet
JP 98	.....Fur cape
FAYE EMERSON	
FE 9	.....Harlequin glasses
FE 17	.....Matching necklace and earrings
FE 19	.....Fur coat



HE PACKED THE THRILLS  
OF NINE LIFETIMES  
INTO ONE!

**9 LIVES  
ARE NOT  
ENOUGH**

The author of  
"Each Dawn I Die"  
wrote it!

**RONALD REAGAN**  
**JOAN PERRY**  
**JAMES GLEASON**

A Warner Bros. Picture, with  
Directed by  
A. Edw. Sutherland  
Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum • A Warner Bros.-First National Picture

Filled with thrills  
and chills about  
news and clues,  
dames and danger,  
murder and mirth!

Mat 303—8½ inches x 3 columns (360 lines)—45c

**NINE LIVES ARE NOT ENOUGH**

The  
thrill-paced  
story of the  
camera aces who  
risk every danger—  
hunting headlines—  
or making them! By the  
author of 'Each Dawn I Die'

In the Warner Bros. Picture with  
**RONALD REAGAN • JOAN PERRY**  
**JAMES GLEASON** • Directed by A. Edw. Sutherland  
Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum  
A Warner Bros.-First National Picture

Mat 208—4¼ inches x 2 columns (122 lines)—30c





**GOT IT!**

COMEDY, DRAMA, ROMANCE, ACTION—  
SWELL ALL-AROUND ENTERTAINMENT!

**Nine Lives Are Not Enough**

From the  
swell new  
best-seller  
by the  
author of  
'Each Dawn I Die!'

A Warner Bros. Picture, with  
**RONALD REAGAN • JOAN PERRY**  
**JAMES GLEASON** • Directed by A. Edw. Sutherland

Romance—with revenge in the  
background!

The toughest flatfeet in town—  
with heads to match!

You can't stop this reporter—  
not even with bullets!

Screen Play by Fred Niblo, Jr.  
From the Novel by Jerome Odum  
A Warner Bros.-First National Picture

Mat 302—7¾ inches x 3 columns (324 lines)—45c



**LOCK THE DOORS...  
HE'S COMING THROUGH  
THE WINDOW**

To Bring You a  
Clue-ful, Fun-ful,  
Murder-ful Mystery!

**"NINE LIVES ARE  
NOT ENOUGH"**

The Author of 'Each Dawn I Die' wrote it!

A Warner Bros. Picture, with  
**RONALD REAGAN**  
**JOAN PERRY**  
**JAMES GLEASON**  
Directed by A. Edward Sutherland

Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum • A Warner Bros.-First National Picture

Mat 204—5½ inches x 2 columns (154 lines)—30c

Delete

Delete  
The Author of 'Each Dawn I Die' wrote it!

Delete



**"BOY, HAVE I GOT A STORY!"**

**9 LIVES Are NOT ENOUGH**

First, the cops find a body. They call it suicide... but yours truly knows better!"

"I convince the sergeant. Now all we've got to do is find the killer... (I hope!)"

"Then I meet up with a beautiful stranger... and a bullet!"

It's the big new story by the Author of 'Each Dawn I Die'!

A Warner Bros. Picture, with  
**RONALD REAGAN • JOAN PERRY • JAMES GLEASON**  
 Directed by A. EDW. SUTHERLAND • Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum • A Warner Bros.-First Nat'l Picture

Mat 301—6½ inches x 3 columns (270 lines)—45c

**FLASH!**

**REPORTER CHASES KILLER...AND VICE VERSA!**

**"NINE LIVES Are Not Enough"**

By the Author of 'Each Dawn I Die'!

Here's one story you'll never write!

It's another swell role for James Gleason

A Warner Bros. Picture, with  
**RONALD REAGAN  
 JOAN PERRY  
 JAMES GLEASON**  
 Directed by A. EDWARD SUTHERLAND

Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum • A Warner Bros.-First National Picture

Mat 206—6¾ inches x 2 columns (192 lines)—30c

**THE NEW HIT BY THE AUTHOR OF "EACH DAWN I DIE"**

**9 LIVES Are NOT ENOUGH**

A Warner Bros. Picture, with  
**RONALD REAGAN  
 JOAN PERRY**  
**JAMES GLEASON** • Directed by A. EDWARD SUTHERLAND  
 Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum • A Warner Bros.-First National Picture

Mat 207—2¼ inches x 2 columns (64 lines)—30c

The author of 'Each Dawn I Die' wrote it!

**Nine Lives ARE NOT ENOUGH**

with  
**RONALD REAGAN • JOAN PERRY  
 JAMES GLEASON** • Directed by A. EDW. SUTHERLAND  
 Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum • A Warner Bros.-First National Picture

Mat 205—1 inch x 2 columns (30 lines)—30c



The author of 'Each Dawn I Die' wrote it!

# "NINE LIVES ARE NOT ENOUGH"

with  
RONALD REAGAN • JOAN PERRY  
JAMES GLEASON • Directed by A. EDW. SUTHERLAND

Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum • A Warner Bros.-First National Picture

Mat 304—1½ inches x 3 columns (69 lines)—45c

The big new hit  
by the Author of  
'Each Dawn I Die'!

## NINE LIVES ARE NOT ENOUGH

—FOR A  
DAREDEVIL REPORTER!  
A Warner Bros. Picture with  
RONALD REAGAN  
JOAN PERRY  
JAMES GLEASON

Directed by Edward Sutherland  
Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum  
A Warner Bros.-First National Picture

Mat 104  
5 inches (71 lines)—15c

"BOY!  
DO I  
HAVE A  
STORY!"

## NINE LIVES ARE NOT ENOUGH

with  
RONALD REAGAN  
JOAN PERRY  
JAMES GLEASON • Directed by A. EDW. SUTHERLAND  
Screen play by Fred Niblo, Jr. • From the Novel by Jerome Odum • A Warner Bros.-First Nat'l Picture

Mat 107  
3¼ inches (46 lines)—15c

## "NINE LIVES ARE NOT ENOUGH"

A Warner Bros. Picture  
with  
RONALD REAGAN  
JOAN PERRY  
JAMES GLEASON • Directed by A. Edw. Sutherland  
Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum  
A Warner Bros.-First National Picture

2 ADS  
ON  
ONE MAT  
Mat 106—15c

## "NINE LIVES ARE NOT ENOUGH"

A Warner Bros. Picture, with  
RONALD REAGAN • JOAN PERRY  
JAMES GLEASON • Directed by A. EDW. SUTHERLAND  
Screen Play by Fred Niblo, Jr. • From the Novel by Jerome Odum  
A Warner Bros.-First National Picture

SELLS ALL THE ANGLES

**WARNER BROS. TRAILER**

RIGHT FROM YOUR SCREEN

### Vitaphone Shorts Subjects

**BROADWAY BREVITIES** turns to "Minstrel Days" a real old fashioned minstrel show featuring a cast headed by Eddie Cantor and Al Jolson. 7101—Broadway Brevities—20 min.

**MERRIE MELODIES** features "All This And Rabbit Stew" starring Bugs Bunny in a riotous series of comic situations. 7701—Merrie Melodies—7 mins.

**MELODY MASTERS** offers the "University of Southern California Band and Glee Club," the country's outstanding college band. 7501—Melody Masters—10 mins.

**LOONEY TUNES** presents "The Henpecked Duck" with Porky Pig presiding as judge in the duck's divorce case. 6616—Looney Tunes—7 mins.

**HOLLYWOOD NOVELTIES** shows us "Polo With The Stars" with Buddy Rogers, Jack Oakie and Joe E. Brown. Something a little different. 7301—Hollywood Novelties—10 mins.

### Official Billing

WARNER BROS. 40 %  
Pictures, Inc. Presents 5 %

**"NINE LIVES ARE NOT ENOUGH"** 100 %

with

RONALD REAGAN — JOAN PERRY 50 %  
JAMES GLEASON 25 %

Directed by A. Edward Sutherland 15 %

Screen Play by Fred Niblo, Jr. 3 %  
From the Novel by Jerome Odum 2 %

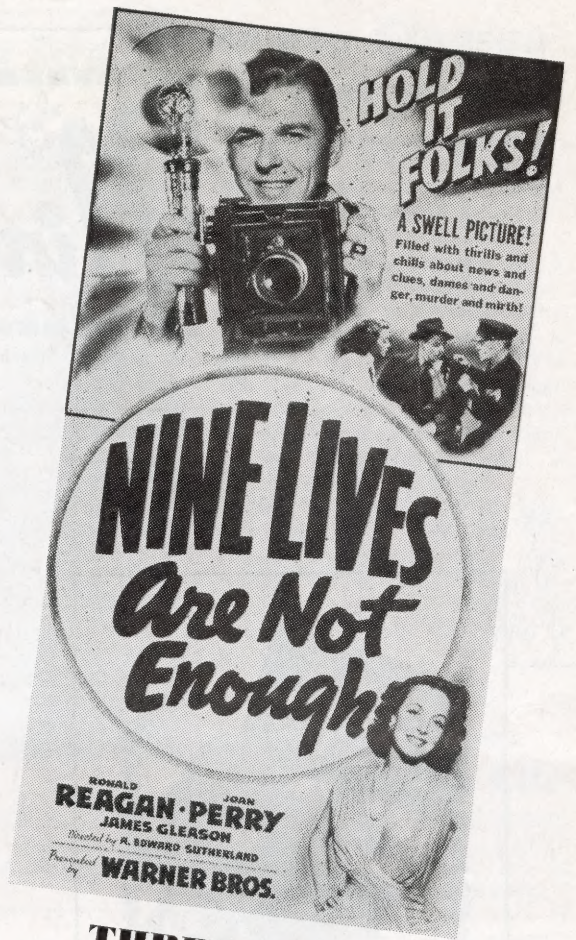
A WARNER BROS.-FIRST NATIONAL PICTURE 5 %





SIX-SHEET

Rental: 48¢ each



THREE-SHEET  
Rental: 24¢ each

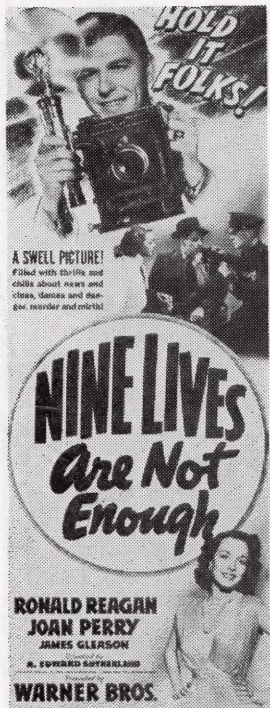


ONE-SHEET  
Rental: 8¢ each

Special Quantity Prices	
SIX-SHEETS	
25 to 49	.80c each
50 to 99	.70c each
100 and over	.60c each
THREE-SHEETS	
50 to 99	.32c each
100 and over	.28c each
ONE-SHEETS	
50 to 99	.11c each
100 and over	.9c each
REGULAR WINDOW CARDS	
1 to 49	.7c each
50 to 99	.6c each
100 and over	.51½c each



REGULAR  
WINDOW CARD



INSERT CARD  
Rental: 12¢ each



2 COLORED 22 x 28's  
Rental: 20¢ each



COLORED 11 x 14's  
Set of Eight . . . . . Rental: 35¢



SLIDE . . . Price: 15¢



**Scanned from the United Artists collection at the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA  
HISTORY**  
DIGITAL LIBRARY 

[www.mediahistoryproject.org](http://www.mediahistoryproject.org)